20.   (Amended) The method of claim 14, wherein the step of passing the game ball through an automated inspection system further comprises the steps of:

> illuminating the game ball; and
>
> comparing the illuminated agent to the predetermined standard with a machine vision engine.

22.   (Amended) The method of claim 20, wherein the step of illuminating the game ball further comprises:

> providing an environmental modification device to eliminate dimple effects, wherein the dimple effects comprise glare, shading, or image distortion.

23.   (Amended) The method of claim 14, wherein the predetermined standard comprises a reference image of an acceptable printed indicia.

24.   (Amended) A method of automatically inspecting a logo on a game ball, which comprises the steps of:

> applying the logo to the game ball;
>
> passing the game ball through an automated inspection system; and
>
> determining conformance of the logo to a predetermined standard.

25.   (Amended) The method of claim 24, wherein the step of determining conformance further comprises the step of:

> generating an analysis signal indicative of whether the logo conforms to predetermined standards.

28.   (Amended) The method of claim 24, wherein the step of passing the game ball through an automated inspection system further comprises the steps of:

> illuminating the game ball; and
>
> comparing the illuminated logo to a predetermined standard with a machine vision engine.

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30. (Amended) The method of claim 24, wherein the predetermined standard comprises a reference image of an acceptable logo.

31. (Amended) A method of automatically inspecting a printed image on a game ball, which comprises the steps of:

applying the printed image to the game ball;

passing the game ball through an automated inspection system; and

determining conformance of the printed image to a predetermined standard.

32. (Amended) The method of claim 31, wherein the step of applying the printed image to the game ball comprises the steps of:

combining at least one ink with at least one agent to obtain a mixture, wherein the agent is able to be illuminated under non-ambient lighting conditions; and

applying the mixture to the game ball.

33. (Amended) The method of claim 31, wherein the step of passing the golf ball through an automated inspection system further comprises the steps of:

illuminating the game ball; and

comparing the illuminated to the predetermined standard with a machine vision engine.

34. (Amended) The method of claim 31, wherein the step of determining conformance further comprises the steps of:

generating an analysis signal indicative of whether the printed image conforms to the predetermined standard; and

using the analysis signal to transfer the game ball for further processing or reject the game ball depending on the analysis signal generated.

36. (Amended) The method of claim 31, wherein the predetermined standard comprises a reference image of an acceptable printed image.

41. (Amended) The method of claim 28, wherein the step of illuminating the game ball comprises:

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providing an environmental modification device to eliminate dimple effects, wherein the dimple effects comprise glare, shading, or image distortion.

42.   (Amended) The method of claim 24, wherein the step of determining conformance further comprises the steps of:

generating an analysis signal indicative of whether the logo print conforms to the predetermined standard; and

using the analysis signal to transfer the game ball for further processing or reject the game ball depending on the analysis signal generated.

43.   (Amended) The method of claim 24, wherein the step of determining conformance further comprises the step of:

using at least one analysis algorithm to determine whether extraneous marks are present on the game ball, wherein the extraneous marks comprise missing characters, ink smudges, ink smears, shadowing, missing sections of print, partial character thickness deviation, complete character thickness deviation, or misaligned characters: and

using the analysis algorithm to transfer the game ball for further processing or reject the game ball depending on the analysis signal generated.